

Received(Date): Wed, 30 Jan 2008 15:30:04 -0800

From: Greg Joswiak [REDACTED]
Subject: Fwd: potential distribution alternative
To: Scott Forstall [REDACTED] >
Cc: Bob Borchers [REDACTED] >, Ron Okamoto
[REDACTED] >
Date: Wed, 30 Jan 2008 15:30:04 -0800

Scott,

If this is accurate, it sounds like we'll have to make sure our terms don't allow this.

Thoughts?

Joz

Begin forwarded message:

From: Ron Okamoto <[REDACTED]>
Date: January 30, 2008 2:54:11 PM PST
To: Bob Borchers <[REDACTED]> Greg Joswiak [REDACTED]
Cc: "C.K. Haun" [REDACTED]
Subject: FW: potential distribution alternative

Guys,

Check out CK's email below. It looks like he's identified a possible "leak" in the system.

Thoughts?

Ron.

----- Forwarded Message

From: "C.K. Haun" [REDACTED]
Date: Wed, 30 Jan 2008 14:39:36 -0800
To: Ron Okamoto [REDACTED]
Subject: potential distribution alternative

Exhibit
PX 897

Many games have a healthy after-market in additional game levels, enhanced graphics for in-game activities, and other data up to and including completely new games that can be created from a installed base game engine. Many for a fee. Some developers will want this for their iPhone apps.

This means that;

- A developer can produce and get approval to distribute a game through iTMS (paid or free)
- application then uses normal networking APIs to talk to the developers home server
- developer server communicates to the user (through the app) that a new, for-fee, level or entire new game is available to download through the app.
- Customer purchases the app at (for example) the developer web site and receives an activation key
- Customer launches app on phone, types in auth code
- Data (not code) is downloaded to the phone and stored in the applications directory
- Game then uses that data to create an enhanced experience, up to and including an entirely new (to the user) game

As long as we allow network access and local file storage I cannot see a way to technologically stop that from happening.

We can and will stop apps from downloading and running code.

However, we are not preventing downloading and storing data.

Which makes the new level/enhanced graphics business for fee (outside

of iTunes) possible easily. And many engines now allow rather advanced scripting languages that are powerful enough to (in effect) create a new game.

Again, all without going through iTunes.

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--CKH

----- End of Forwarded Message